



“Accelerating Promising Practices for Small Libraries”
Grant Writing Workshop, winter 2019
Presented by VHS, VSARA, & VTLIB



Accelerating Promising Practices for Small Libraries

- Funded by Institute of Museum and Library Services
- Anticipated # of grants: 25 grants, from \$10,000-\$50,000
- **Application deadline February 25, 2019**
- Anticipated date of notification: June 2019
- Grant period: 2 years, from Sept. 1, 2019-August 31, 2021
- Average estimated time to complete application: 35 hours

Description

“The goal of this initiative is to support projects that strengthen the ability of small and rural libraries and archives to serve their communities. IMLS invites applications that focus on **transforming school library practice, community memory, or digital inclusion** and are clearly linked to an individual institution's broader community needs.”

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

IMLS Goals

“The mission of the Institute of Museum and Library Services (IMLS) is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement.”

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

IMLS Goals, cont.

Each award will support one of the following IMLS goals:

- **Promote Lifelong Learning:** IMLS supports learning and literacy for people of all ages through museums and libraries.
- **Build Capacity:** IMLS strengthens the capacity of museums and libraries to improve the wellbeing of their communities.
- **Increase Public Access:** IMLS makes strategic investments that increase access to information, ideas, and networks through libraries and museums.

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

Important Links

Grant homepage

<https://www.imls.gov/grants/available/accelerating-promising-practices-small-libraries>

Notice of Funding Opportunity

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

Required Registration #1.: D-U-N-S

- A D-U-N-S® is a unique nine-digit number assigned to all types of business organizations, including nonprofits and government entities. Apply for one here if you don't have one:

<https://www.dnb.com/duns-number.html>

Or call: 1-866-705-5711

There is no fee to obtain a D-U-N-S #.

Required Registration #2: SAM.gov

- The System for Award Management (SAM) is a federal repository that centralizes information about grant applicants and recipients. You must be registered with SAM.gov before you register with Grants.gov.

Register here: <https://sam.gov/SAM/>

There is no fee to register with SAM.gov.

Required Registration #3: Grants.gov

- <https://www.grants.gov/web/grants/applicants/organization-registration.html>

Application Components

Narrative

Project Justification

Project Work Plan

Project Outcomes

Schedule of Completion

Budget and Budget Justification

Project Staff and Consultants

Details for each segment in section D2c of the NOFO.

Inspiration!



Indicators of Success

In-depth knowledge: The project justification reflects a thorough understanding of the subject being addressed.

Project-based design: The project work plan consists of a set of logical, interrelated activities tied directly to addressing the key opportunity or challenge identified in the application.

Demonstrable outcomes: The project generates measurable results that relate directly to the need or challenge it was designed to address.

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

Considerations Regarding “Small and Rural” Definition

- size of the staff and volunteer corps;
- operating budget and sources of revenue;
- size of the collection and range of services provided;
- size of facility and property;
- types, numbers, and geographic distribution of audiences served; and size relative to other organizations of the same discipline or within the same geographic region.

<https://www.imls.gov/sites/default/files/fy19-ols-app-nofo.pdf>

Why Vermont Libraries?

- Lack the shared resources of county library systems common in most states
- Less state funding than in most states
- Need more diversity in library workforce to meet the needs of an increasingly diverse population
- Underserved populations: New Americans, resettlement communities, Abenaki people, seasonal agricultural workers, non-English speakers
- Experience problem-solving at a grassroots, micro level

Why Vermont Libraries, cont.

- Seasonal populations that increase local population at certain times of year, taxing library services such as Summer Reading Program,
- “Artisanal” movement that is integrated into Vermont culture, creating unique partnerships and program opportunities (i.e. Rooted in VT)
- The courting of tech workers from out of state and meeting the technology and workspace issues these workers may bring into VT

Why Vermont Libraries, cont.

- Cultural and political leaders in LGBTQ+ issues, Farm to Table, Agri-tourism; unique related opportunities for library collections and services that could be replicated elsewhere
- Robust Creative Economy, high percentage of entrepreneurs and small businesses, providing unique challenges and opportunities for libraries
- In-balance between wages and cost of living is extreme in VT, creating a “gig economy” that potentially pairs well with library services

Why Vermont Libraries, cont.

- Unique geographic and weather challenges (for example challenges of courier system)
- Large elderly population
- Active homeschool communities
- Very small staffs, often part-time, often supplemented with volunteers; disparity in workforce training; limited operational hours
- Strong tradition of local control can result in amplified challenges in collaborative efforts

Why Vermont Libraries, cont.

- Rich history and cultural identity and pride
- Unreliable internet access in many areas
- Lack of adequate transportation in rural areas
- Many library buildings are not accessible

Broader context...briefly

- Funding Trends
- Government vs. Foundation Funding
- Resources for locating funders
- Researching prospective funders
- Conceptualizing your project
- Preparing to draft your proposal
- Proposal tips
- Common concerns with grant proposals

Funding trends

- Online applications
- Increased volume of proposals received by funders
- Importance of a compelling narrative in the proposal
- Measurable deliverables required
- Interest in building institutional capacity
- Interest in long-term impact and sustainability
- Interest in collaborative projects

Government vs. Foundation Funding

- Set by legislation
- Known application processes
- Firm deadlines
- Technical assistance
- More bureaucratic
- Usually lengthier
- More requirements
- Frequent reporting
- Often provide more funding
- May need to be invited to apply
- May be better source for local needs
- Better source for start up
- Less complex proposals
- Easier to administer
- Priorities may change
- Limited staff
- May not explain rejection

Resources for locating funders

- The Foundation Center's "Visualizing Funding for Libraries" tool <http://libraries.foundationcenter.org/>
- The Vermont Directory of Foundations Online <https://fdovermont.foundationcenter.org/>

FUNDERS

RECIPIENTS

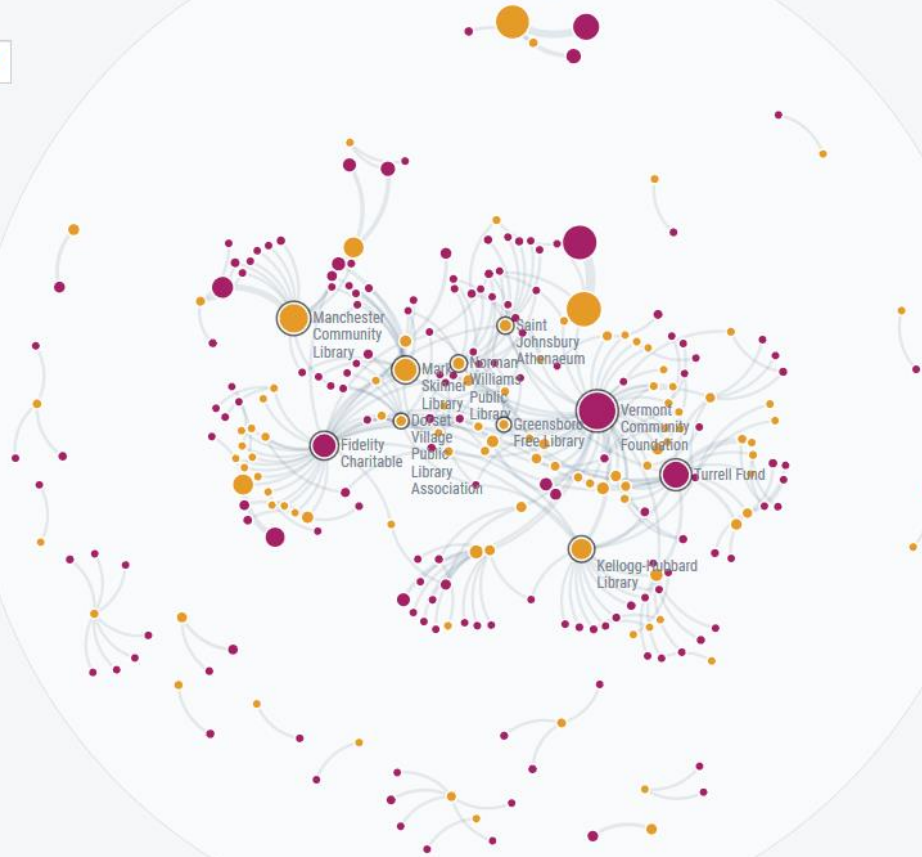
GRANTS

Funders funding organizations based in Vermont; in support of Public libraries; starting in year(s) 2006 to present

Funder Name	City	State	Country	* Dollar Value of Grants ▼	Number of Grants	Details
Nella M. Grimm Fox Foundation Trust	Providence	RI	United States	\$776,887	4	 
Vermont Community Foundation	Middlebury (village)	VT	United States	\$757,917	107	 
Bill & Melinda Gates Foundation	Seattle	WA	United States	\$550,000	1	 
Fidelity Charitable	Cincinnati	OH	United States	\$457,625	151	 
The Leon and Toby Cooperman Family Foundation	Clifton	NJ	United States	\$402,500	5	 
Stiller Family Foundation	Burlington	VT	United States	\$350,000	1	 
Turrell Fund	Montclair	NJ	United States	\$320,175	58	 
Community Foundation of New Jersey	Morristown	NJ	United States	\$203,000	18	 

Grants to organizations based in Vermont; in support of Public libraries; starting in year(s) 2006 to present; top 300 of 352 links

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THE Vermont Community Foundation

GRANTMAKER DATABASE

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- [About the VCF](#)
- [About the Foundation Center](#)

Made possible by the generous support of the [Bay and Paul Foundations](#), the [A.D. Henderson Foundation](#), and the contributors to the VCF's Philanthropic Leadership Fund. Special thanks to Christine Graham who worked closely with the VCF in developing this resource.

THE VERMONT DIRECTORY OF FOUNDATIONS ONLINE

Search Grantmakers

Click a search field heading to see the related index. Use 'Keyword Search' to enter any word or phrase.

Grantmaker Name	<input type="text"/>
Grantmaker State	<input type="text"/>
Grantmaker City	<input type="text"/>
Fields of Interest	<input type="text" value="Libraries"/>
Support Strategy	<input type="text"/>
Transaction Type	<input type="text"/>
Geographic Focus	<input type="text" value="Vermont"/>
Trustees, Officers, and Donors	<input type="text"/>
Type of Grantmaker	<input type="text"/>

Total Giving	<input type="text" value="v"/>	From:	<input type="text"/>	To:	<input type="text"/>
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Keyword Search	<input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Clear"/>

SORT BY

- | | |
|---|--|
| <input type="radio"/> Total Giving | <input checked="" type="radio"/> Ascending |
| <input type="radio"/> Total Assets | <input type="radio"/> Descending |
| <input checked="" type="radio"/> Alphanumeric | |

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THE Vermont Community Foundation

THE VERMONT DIRECTORY OF FOUNDATIONS ONLINE

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Grantmaker Search Results

Results : 16 Grantmakers. 16 Displayed

Search Criteria: **Fields of Interest:** Libraries, **Geographic Focus:** Vermont

Click on any column header to re-sort your results list.

Grantmaker Name	City, State	Total Assets	Total Giving▼
Vermont Community Foundation	Middlebury (village), VT	\$223,519,850	\$16,844,290
McKenzie Family Charitable Trust	Putney, VT	\$20,037,854	\$708,600
Vermont Council on the Arts, Inc.	Montpelier, VT	\$1,087,989	\$686,974
Chase Charitable Trust, Frank & Zada	Brattleboro, VT	\$10,878,100	\$480,902
Copley Fund, The	Morrisville, VT	\$9,455,964	\$229,000
Chorske Family Foundation, William and Gayle	Woodstock, VT	\$1,196,920	\$101,300
Paterson Family Private Foundation, The	Montpelier, VT	\$390,300	\$94,900
Periwinkle Foundation, Inc.	Guilford, VT	\$593,474	\$63,100
William Dean Fausett Foundation	Manchester, VT	\$20,209	\$55,525
Fletcher Farm Foundation, Inc.	Ludlow, VT	\$5,185,524	\$51,300
Crowell Charitable Trust, Robert L.	Underhill, VT	\$898,973	\$45,000
Geist Foundation, The	Dorset, VT	\$308,797	\$35,685
Fund for North Bennington, The	North Bennington, VT	\$2,246,348	\$30,285
Campbell Library Trust, Elizabeth M.	Barre, VT	\$724,495	\$24,281
Vermont Public Library Foundation, Inc.	Montpelier, VT	\$249,195	\$14,238
Blumstein Family Foundation, Inc., Tillie & William	Rutland, VT	\$291,532	\$4,545

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Fletcher Farm Foundation Inc

(formerly Fletcher Farm Foundation, Inc.)

92 Main Street

Ludlow, VT United States 05149

Telephone: 8022288838

Type of Grantmaker: Operating foundation

Financial Data: (yr. ended 2017-08-31) Assets: \$5,185,524 Total giving: \$51,300

EIN: 036007183

Background: Established in 1941 in VT

Limitations: Giving primarily in Ludlow, VT.

Fields of Interest: Subjects: Education; Information and Communications; **Libraries**; Public **libraries**

Organizations: Operating foundation

Geographic Focus: **Vermont**

Application Information: Application form required.

Applicants should submit the following:

1. Detailed description of project and amount of funding requested

Initial approach: Letter

Deadline(s): None

Governing Body: Stephen Birge, President; Martin Nitka, Treasurer; Sharon Bixby, Secretary; Thornton Burnett, Jr., Trustee; Barbara Lemire, Trustee; George O. Thomson, Trustee; Robert Evens, Trustee; Sandy Gregg, Trustee; Anne Kipp, Trustee; James Parrish, Trustee; Douglas Lemire, Executive Dir.; Jean Morrill, Trustee; Mary Barton, Trustee; Charlotte Sumner, Trustee; Milton Moore, III, Trustee; Carolyn Gauthier, Trustee; Jonathan Bouton, Trustee; David Harlow, Trustee; Robert Fletcher, Trustee; Marcia Dockum, Trustee

Financial Data: Year ended 2017-08-31: Assets: \$5,185,524 (market value); Expenditures: \$195,921; Total giving: \$51,300; Qualifying distributions: \$70,276

Additional Location Information: County: Windsor; Congressional district: Vermont District At-large

More in-depth research of prospective funders

- Define project
- General internet searches for the identified prospect
- Visit funder's web site
- Track funding cycles
- Check out annual reports
- Identify funders with best fit for your priorities
- Make contacts
- Read guidelines closely – really closely!
- Maintain prospect sheet

Conceptualizing your project

- Project should connect your organization's values, interests, and needs with the interests of the funding agency
- Balancing act between developing a project your organization needs and for what projects funding is available
- Work with others to develop your project ideas
- Collaboration is important; get agreement in writing from partners before grant is developed
- Develop a list of projects you would like to undertake
- Start small
- Set both real and realistic goals

Preparing to draft your proposal

- Read and reread funding guidelines/grant application package
- Write each grant application with the specific funder in mind
- Make contact with granting agency early and often
- Conduct background research so you can make the best case
- Deadline is critical: set a writing schedule and stick to it
- Remember that grantors really DO want to give out money

Proposal tips

- Read successful proposals
- Follow the funder's guidelines
- Get pumped!
 - Show leadership
 - Sell yourself
 - Sell your project
 - You are THE best proposal writer!

More proposal tips

- Use outline and punchlist
- Come up with a catchy title
- Write in the third person
- Use clear and concise language
- Use “active” verbs
- Avoid jargon
- Use bulleted lists, white space, illustrations
- Start and end strong
- Don't pad your budget

Still more proposal tips

- Include substantive support letters
- Use outside reader(s) – both colleagues and generalists
- Submit all documentation, in the correct order, with the correct file names

Common concerns with grant applications

- Lack of Communication with a Program Officer
- Failure to follow current guidelines
- Lack of detail in Project Work Plan
- Typos
- No letters of support or commitment
- Missing information on project staff
- Budget errors

Hurray!

